

## **2018 IMATS Atlanta Exhibitor Manual Summary**

This page provides important information on all of the materials and services you will need for your booth at IMATS Atlanta 2018.

### LOCATION:

Georgia World Congress Center  
Building B, Exhibit Hall B3  
285 Andrew Young International Blvd. NW  
Atlanta, GA 30313 (this is NOT the address that will get you directly to Hall B3...read on!)

<https://www.gwcca.org/gwcc>

### EXHIBITOR MOVE-IN:

Friday, November 16, 2018 12pm – 7pm (Please do **not** arrive early unless you are a space only booth and have made prior arrangements through Dawn-Marie)

### EXHIBITION DATES:

Saturday, November 17, 2018 9am\* – 5pm

Sunday, November 18, 2018 10am\* – 5pm

\*Exhibitors may arrive one hour prior to show open on Saturday and Sunday

**IMPORTANT! Exhibitors must have their booths open and fully operational ALL days and all open hours. Also, you may not pack up and leave prior to 5:00 pm Sunday even if you are completely sold out.**

EXHIBITOR MOVE-OUT: Sunday, November 18, 2018 5pm – 9pm\*\*

**\*\*Note: Everything must be removed from the venue Sunday night, so please make appropriate arrangements with Blaine Event Services or your freight company. NO EXCEPTIONS! Any and all abandoned freight will be turned over to Blaine who will take it back to their warehouse. You will be required to pay for transportation and storage charges before your items will be released to your carrier.**

### **Exhibitor Kit Forms Online**

You can now find all information (including this document) and order forms on our *For Exhibitors* page at <https://imats.net/2018-atlanta/for-exhibitors/> Some of your email servers do not accept emails with large attachments; therefore having everything readily accessible on our website solves that problem. You will continue to receive emails notifying you when the exhibitor kit is ready and also follow-up emails with reminders and last minute information. Some of our show providers (such as Blaine Event Services) may have already sent you their portion of the exhibitor kit so you might have gotten a jump on things!

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BOOTH PACKAGE: Each 10' x 10' booth space/equivalent comes with the following:

- Pipe and BLACK drape back wall (8' back and 3' side dividers). Island-style booths will **not** have any pipe and drape unless you specifically request it from Blaine Event Services.
- One (1) 8' table draped BLACK
- Two (2) chairs
- One (1) wastebasket
- One (1) 7" x 44" booth identification sign
- Four (4) exhibitor badges

If your booth space is a combination of multiple 10x10 spaces (for instance a 10x20 booth is the equivalent of two 10x10's), you will receive multiplied quantities of everything except for the booth ID sign. Along these same lines, it is a lot of extra work to have our decorator provide furniture that isn't wanted/needed. Please let me know if there are items that you do not wish to have and I will do my best to not have them delivered to your booth space.

The exhibition floor is plain concrete and we will be carpeting the aisles only. It is completely up to you whether you choose to carpet your space or not, but doing so will make your space more attractive and will be more comfortable for standing all day.

Booths do **not** come with: carpet, electricity, lighting, or internet. Also, booth package furniture is not interchangeable so if you would like something other than what is provided, you will need to order it at your own expense.

**Additional Exhibitor Badges:** Please be aware that four (4) exhibitor badges are allotted per 10'x10' booth space equivalent. Badges will ONLY have your company name on them, not individual's names, to allow for badge sharing among staff working different shifts. ALL staff working in your booth, including demo artists and their models, must be wearing an exhibitor badge. If you find that you require additional badges, you may purchase an additional **2** per 10x10 booth equivalent for **\$35** each. Please see the order form. The deadline for preordering additional printed exhibitor badges is **Thursday, October 25<sup>th</sup>**. If you miss the deadline, you will be able to purchase badges at the show from our Registration desk for **\$45** each.

**Exhibitor Welcome Packets:** Your printed exhibitor badges will be inside your welcome packet which you will sign for and pick up at Registration on set-up day, Friday November 16<sup>th</sup>. Please pick up your packets as soon as you arrive for set-up so that you don't forget. Badges are not required to be worn on Friday, but as of Saturday morning everyone wishing to access the show floor must be wearing a badge. **DO NOT LEAVE THEM IN YOUR BOOTH!**

**NOTE: Losing your badge, leaving it at your hotel, etc. will result in you needing to purchase a new one for \$45 at Registration.**

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**Blaine Event Services** is our appointed show decorator. Those of you who exhibit in LA will recognize them. Below is a list of services that they will be providing and information that they require. Everyone is encouraged to place their orders online. You should have received an email with login set-up information and if you are a previous IMATS LA exhibitor, your Blaine login information is already set up. Online ordering can be found at:

<https://blaine.boomerecommerce.com/Pages/Security/Login.aspx>

- Exhibitor Appointed Contractor Notice (deadline for receipt is October 17<sup>th</sup>)
- Exhibitor Appointed Contractor's Certificate of Liability Insurance
- Shipping, Logistics and Advance Warehouse
- Onsite Material Handling
- Cart Load Service
- Furniture
- Accessories
- Carpet and Vinyl Flooring
- Custom Booth Displays
- Booth Cleaning Services
- Display Labor
- Signs and Graphics
- Sign Hanging Services
- In-Booth Forklift Labor

Please make note of these important deadlines for Blaine's services:

- Advance Order Discount Price Deadline – Monday, November 5<sup>th</sup>
- Advance Receiving at Warehouse – Friday, November 9<sup>th</sup>
- Direct-to-Venue Freight Shipments – Thursday, Nov. 15<sup>th</sup> & Friday, Nov. 16<sup>th</sup> only

**MATERIAL HANDLING: Onsite door-to-booth is handled by Blaine Event Services. Note: You are allowed to hand carry/wheel in your own items if they are on your own small hand truck or cart and you brought the products in your own vehicle. If Blaine receives any deliveries for you, no matter how small, then you will need to pay for material handling in order to get it to your booth.**

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### **GWCC Exhibitor Portal:**

The Georgia World Congress Center (GWCC) is the provider for the following services:

- Electrical
- Internet and Telecommunications
- Engineering Labor
- Parking

You can access the portal here: <https://www.gwcca.org/gwcc/> All discounted pricing is only good through **Thursday, October 25<sup>th</sup>**.

From the home page, click on "Exhibitors" in the center of the page. The next screen will have three clickable links on the right hand side: Exhibitor Parking, Order Services Online, Peach Assist On Site Exhibitor Assistance. The first two are self-explanatory, and Peach Assist is an automated text message system that allows exhibitors to text any questions or concerns from any mobile device, creating a direct line of communication with one of their Customer Service Representatives.

**\*\*INTERNET DISCLAIMER\*\* Please be aware that if you plan on bringing your own internet hot spot, not only does this interfere with the GWCC's internet signals, but it also is in no way guaranteed to work effectively. We highly recommend that you purchase internet from GWCC. Don't take any chances when it comes to processing sales transactions!**

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### **LOGISTICS/ADVANCE WAREHOUSE:**

**Advance Receiving/Storage:** **BLAINE EVENT SERVICES** will accept crated, boxed or skidded materials up to 4 weeks (October 15) in advance of show set-up. Materials should be shipped to arrive at their warehouse **NO LATER THAN FRIDAY, NOVEMBER 9<sup>th</sup>**. Their services include: receiving at warehouse, storage until set-up day (Nov. 16), delivery to venue and moving freight from booth to loading dock for Sunday evening pick-up.

**Shipping:** You may choose to ship with any carrier of your preference, but our officially appointed carrier is Blaine Event Services. Since they are also acting as our advance warehouse, shipping with them will be seamless. We all know that freight companies are challenging at best, but we have found (by lots of trial and error with other companies) that Blaine has amazing customer service, they are competitively priced and they really seem to care. Blaine Transportation Services can be reached at (714) 522-8270 or at [transportation@blainesvs.com](mailto:transportation@blainesvs.com).

**Direct shipments to GWCC:** Direct-to-show-site shipments will only be accepted on **Thursday, November 15<sup>th</sup>\* and Friday, November 16<sup>th</sup>**. You will need to fill out a Material Handling Form for your shipment and return it to Blaine Event Services prior to set-up day so that they will accept your shipment and deliver it to your booth.

\*IMPORTANT: Thursday, November 15<sup>th</sup> is NOT an exhibitor set-up day. Only Blaine Event Services and GWCC providers will be allowed in the exhibit hall on this day.

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### **A/V EQUIPMENT:**

The GWCC has an in-house AV company from whom you can rent TV's, monitors, stands, etc. Please see order form.

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## **ONSITE CATERING/CAFES/DINING OPTIONS:**

There will be a small cart-style café on the show with a few different types of food carts.

The GWCC's in-house catering department offers in-booth exhibitor catering. Please see their 25-page attachment in the exhibitor kit. Just a heads up though...they have a \$50 minimum order rule, otherwise they charge a \$50 delivery fee. Also, all orders incur a 21% service charge, 8.9% sales tax, and 3% city liquor tax (if applicable).

There is a third food option: Please see the exhibitor kit document titled **On-Campus Dining Options** which lists different food places located within the GWCC.

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## **DIRECT-TO-SHOW SHIPPING ADDRESS AND DIRECTIONS TO LOADING DOCK:**

All direct-to-show shipments need to be sent to:

IMATS Tradeshow, Exhibit Hall B3  
1 Ambassador Drive  
Atlanta, GA 30313

**NOTE:** All deliveries must be made via Gate 20

Here is an excerpt received from the GWCC regarding getting to the loading dock area for exhibit hall B:

*We are building a new exhibit hall that will connect Halls B4/B5 with Halls C3/C4. During this construction period, the only available entrance to the B/C Loading Docks is via Gate 20, located on the south end of the docks. Attached is a map and driving directions from the Marshaling Yard to this new entrance of the loading docks. You can also access driving directions from any location to the new dock entrance on our website at the following link:*  
<https://www.gwcca.org/parking-directions/> (select Building B&C Loading Docks in the 'To' section)

We have been told that the Marshaling Yard is not mandatory, but if there is a large back-up at the loading dock area, newly arriving trucks/vehicles may get sent to the marshaling yard.

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